



## BEST PRACTICES OF BUSINESS REPORTING FOR JOURNALISTS

### WORKSHOP TRAINING PROGRAM

*August 26-28, 2020*

*Wyndham Tashkent Hotel (Tashkent, Uzbekistan)*

**Course Information:** The workshop will cover the basics of business/economic reporting along with best practices of writing and reporting financial stories. The program will also cover new media tools used in digital reporting. The hands-on workshop will include presentations, discussions, practical examples and exercises. Working languages: Uzbek and English (with simultaneous interpretation provided).

**Requirements:** Please bring your smartphone and/or tablet. A laptop will also be useful to take notes. To successfully complete the training program, personal presence during three days of training and active participation in discussions is required.

Day 1	August 26
9:30 AM – 10:00 AM	INTRODUCTION, OPENING REMARKS. WORKSHOP OVERVIEW AND COURSE EXPECTATIONS  <b>Facilitators: Katya Gorchinskaya, Beruniy Alimov</b>
10:00 AM – 11:30 AM	12 ways to generate story ideas for journalists <b>Trainer: Katya Gorchinskaya</b>
SESSION #1	
11:30 AM - 11:45 AM	Coffee break
11:45 AM – 1:00 PM	How to pitch a story to your editor. Pitch structure, practical tricks and tips. 4 buckets, a practical reporting tool <b>Trainer: Katya Gorchinskaya</b>
SESSION # 2	
1:00 PM – 2:00 PM	Lunch



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2:00 PM – 3:30 PM SESSION # 3	Digital – first media for business reporting <b>Trainer: Tolkun Umaraliev</b>
3:30 PM – 3:45 PM	Coffee break
3:45 PM - 5:00 PM	Professional and ethical standards in covering business and economy <b>Trainers: Joan Mower, Navbahor Imamova</b>
5:00 PM – 6:30 PM SESSION # 4	Tax and customs reform in Uzbekistan/Uzbek American Perspective. <b>Guest speaker: Bakhrom Mirganiev</b> , U.S.-based tax lawyer, former senior advisor to the Minister of Finance of Uzbekistan <b>Facilitator: Navbahor Imamova</b>
<b>Day 2</b>	<b>August 27</b>
9:30 AM – 10:00 AM	Day 1 Review <b>Facilitators: Katya Gorchinskaya, Beruniy Alimov</b>
10:00 AM – 11:30 AM SESSION #5	Types of ledes. Function of the lede. Choosing the most effective lede for a story. Focusing on a story, case studies. Practical tricks and tips. <b>Trainer: Katya Gorchinskaya</b>
11:30 AM - 11:45 AM	Coffee break
11:45 AM – 1:00 PM SESSION # 6	How to fact-check like a pro. A case study. <b>Trainer: Katya Gorchinskaya</b>
1:00 PM – 2:00 PM	Lunch
2:00 PM – 3:30 PM SESSION # 7	TOPIC: Pitch a story theme & plan for a story on an economic/financial issue during the pandemic. Practical session. <b>Facilitator: Beruniy Alimov</b> <b>Trainer: Navbahor Imamova</b>
3:30 PM – 3:45 PM	Coffee break
3:45 PM - 5:00 PM	Q & A. Drafting a detailed plan for a story on an economic/financial issue. <b>Facilitators: Beruniy Alimov, Navbahor Imamova, Inna Dubinsky</b>
5:00 PM – 6:30 PM SESSION # 8	How do American journalists cover economy and business? Focus on U.S. National and Local Media. <b>Lecturer: Eric Freedman</b> , Professor of Journalism (Michigan State University) <b>Facilitator: Navbahor Imamova</b>

<b>Day 3</b>	<b>August 28</b>
9:30 AM – 11:00 AM  SESSION #9	Reforms in the Uzbek banking/financial sector/What's missing in the Uzbek media?  <b>Guest speaker: Arobiddin Turahanov</b> , U.S.-based banker (Wells Fargo, North Carolina), founding member of "El-yurt umidi" Expert Council <b>Facilitator: Navbahor Imamova</b>
11:00 AM – 11:30 AM	Review. Q & A  <b>Facilitators: Beruniy Alimov, Navbahor Imamova</b>
11:30 AM - 11:45 AM	Coffee break
11:45 AM – 1:00 PM  SESSION # 10	Digital reporting on business and economy. Best practices and case studies  <b>Trainer: Tolkun Umaraliev</b>
1:00 PM – 2:00 PM	Lunch
2:00 PM – 3:30 PM  SESSION # 11	TOPIC: Presentation of individual stories on economy/finance. <b>Facilitator: Beruniy Alimov</b> <b>Trainer: Navbahor Imamova</b>
3:30 PM – 3:45 PM	Coffee break
3:45 PM - 5:30 PM	Day 3 Wrapping up. Group discussion of stories. Lessons learned.  <b>Facilitators: Navbahor Imamova, Katya Gorchinskaya</b>
5:30 PM – 6:00 PM  SESSION # 12	5:30 PM – 6:00 PM PROGRAM EVALUATION. GRADUATION CEREMONY. CERTIFICATES. PHOTO SESSION.
6:00 PM	WORKSHOP ENDS

#### Trainer details



#### Navbahor Imamova

Navbahor Imamova is a prominent Uzbek journalist at the Voice of America. As an anchor, reporter, multimedia editor and producer, she has covered Central Asia and the U.S. for nearly 20 years on TV, radio and online. For the last couple of years, she has also been reporting from inside Uzbekistan



as the first-ever accredited U.S. based journalist in the country. Imamova played a pivotal role in the launch of Uzbek television programming at VOA in 2003, and has since presented more than 800 editions of the flagship weekly show, “Amerika Manzaralari”. Navbahor also is the founding President of the VOA Women’s Caucus.



**Katya Gorchinskaya**, Ukrainian journalist with 20 years of experience. Executive Director of Ukraine Public Television (2016-2018). Deputy Editor-in-Chief of Kyiv Post (2008—2015). Editor-in-Chief of Investigations of the Ukrainian Branch of Radio Svoboda (“Radio Liberty”) (2015-2016). She is a regular contributor to The Guardian and has also written for The Wall Street Journal, The Economist and the Financial Times. A co-founder of the National Prize of Ukraine for the Best Investigative Journalism.



**Tolkun Umaraliev**, Managing Editor at Current Time digital, experienced media trainer. Since its inception in 2015, Tolkun played a key role in promoting Current Time TV across the internet and transforming it into a leading innovative media in Russian-language digital world. Prior to joining Current Time, Tolkun also had worked with the BBC, Al Jazeera English and AFP. He held series of media trainings on digital storytelling and social media marketing in Russia, Ukraine, Kyrgyzstan, Kazakhstan and Tajikistan.



**Joan Mower** serves as Director of Development and International Media Training, the Broadcasting Board of Governors, VOA’s parent agency. She is managing and directing a staff dedicated to training journalists and enhancing U.S. broadcasting projects around the world. Joan has also worked as the head of public relations for VOA. She was a journalist for the Associated Press where she covered foreign affairs, specializing in Africa, and worked as an investigative reporter. She also worked for United Press International.



## U.S. AGENCY FOR GLOBAL MEDIA



**Inna Dubinsky** is Business Development and Training Program Manager, the U.S. Agency for Global Media in Washington, DC. She oversees media development and journalism training projects. Her international portfolio includes more than a hundred journalism workshops and seminars in Africa, Central and Eastern Europe, Middle East and East Asia.

Inna has worked as a broadcast journalist in the VOA Russian Service since 1993. She was host of the daily radio call-in show TALK TO AMERICA and special correspondent and played a key role in reorganization of the Russian Service as VOA transitioned from radio to a multimedia broadcaster, serving as anchor of the television news program WINDOW TO AMERICA, and Russian Service multimedia senior editor. She received two Gold Medal Awards for extraordinary contributions toward the accomplishment of the mission and

goals of the International Broadcasting Bureau.